10/15/87 C0200-1

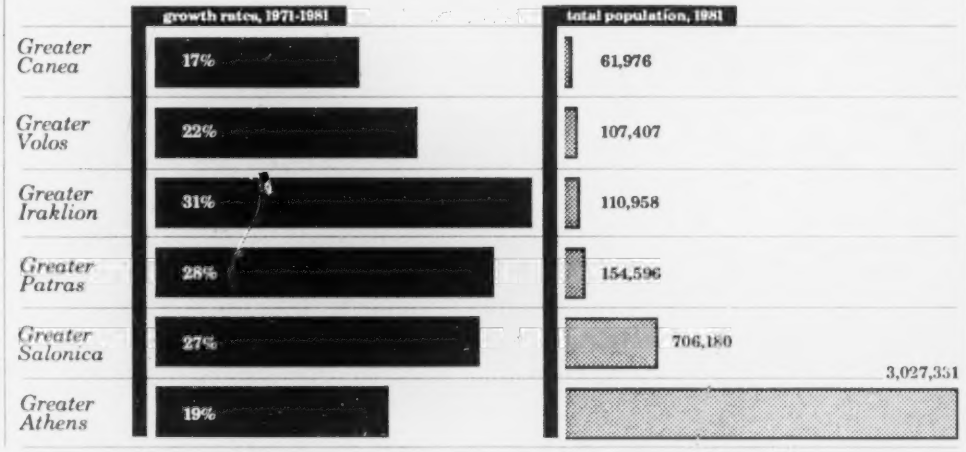
Consumer markets abroad

IN DEPTH/GREECE P. 1
WHAT THE NUMBERS MEAN P. 12
INSIDE INFORMATION P. 14 PUBLICATIONS P. 16

in depth

THE HELLENIC REPUBLIC OF GREECE

SMALLER METROS GROW FASTER THAN GREATER ATHENS
Growth rates (1971-1981) and total population (1981) in Greek metropolitan areas



Greece's capital city is bigger but slower growing than regional urban areas.

Market opportunities in Greece depend on income growth not increasing numbers of consumers.

With 10 million consumers and a slow population growth rate (less than 1 percent annually), market opportunities in Greece largely depend on income growth not increased numbers of consumers. Real disposable income rose steadily in the early 1980s, but much of this growth was stimulated by government expansionary policies. Because fiscal stimulus had a limited impact on domestic output, the new government elected in June 1985 instituted a stabilization package aimed at adjusting the economy. Due to the new government austerity policy, the general malaise of the Greek economy, and the persistence of strong inflationary pressures in the economy, real disposable income is not expected to rise in the near future.

ECONOMY TURNS IN DISAPPOINTING PERFORMANCE

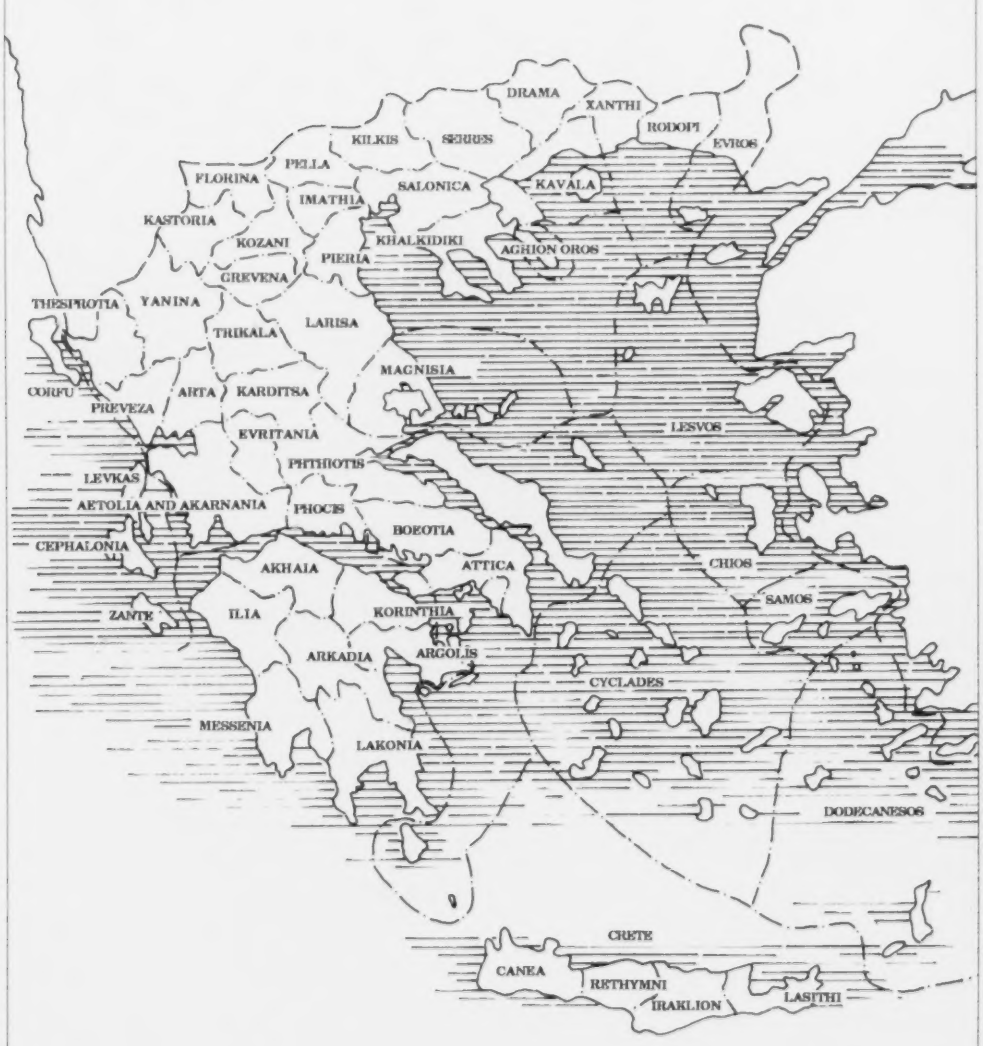
Due to large domestic and external imbalances, Greece's economy turned in a disappointing performance in the first half of the 1980s. The rise in oil prices and the subsequent world recession coupled with domestic inflationary policies pursued between 1979 and 1982 and widespread structural impediments to growth turned around an economy that had hitherto shown promise into one rife with problems.

FORMERLY INTERNATIONAL DEMOGRAPHICS
VOLUME 6 NUMBER 9 SEPTEMBER 1987

Although the Greek economy began expanding again in 1984 after three years of virtual stagnation—merchandise export volume grew by about 12 percent due in part to buoyant agricultural output—the recovery lost momentum in 1985.

Slow output growth accompanied by the persistence of strong underlying inflation and rising unemployment are ongoing problems in the Greek economy. Greece's external position has also deteriorated, with foreign indebtedness increasing rapidly due to the economy's lack of adjustment to successive oil shocks and the deterioration of external competitiveness. Export performance has worsened, with

DEPARTMENTS OF GREECE, 1981



Consumer markets abroad

Publisher
Doris Walsh

Associate Publisher
Carol Terrizzi

Editor
Denise Rusoff

Research Assistant
Janet McClafferty

Production Assistant
Amy Christian

Consumer Markets Abroad, formerly International Demographics (ISSN 0731-5414), is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, New York 14851. Telephone (607) 273-6343.

Copyright 1987 by American Demographics, Inc. All rights reserved.
Subscription rates are $189 a year/$299 for two years. Multiple subscriptions of three or more billed to the same address are $99 a year.

import penetration increasing sharply. This is due in part to insufficient private sector and government preparation for Greece's entry into the European Economic Community in 1981 which dismantled many tariffs and other protectionist measures. In addition, the manufacturing industry did not keep up with the changing composition of domestic consumer demand. As Greece's standard of living rose, increasing consumer demand for electronic consumer durables and other technologically advanced products, investment continued to be focused on traditional sectors such as textiles, clothing, and food, allowing increased import penetration.

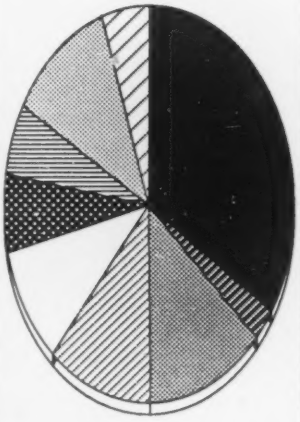
GRECIAN CITIES

Population of cities with 10,000 or more inhabitants at the 1981 census

City	*1981 population*	*City*	*1981 population*
Greater Athens	3,027,331	Ptolemais	22,109
Greater Salonica	706,180	Pyrgos	21,958
Greater Patras	154,596	Tripolis	21,311
Greater Iraklion (Crete)	110,958	Yiannitsa	21,082
Greater Volos	107,407	Argos	20,702
Larisa	102,048	Salamis	20,437
Greater Canea	61,976	Eleusis	20,320
Kavala	56,375	Naousa	19,383
Serres	45,213	Thebes	18,712
Greater Agrinion	45,087	Arta	18,283
Chalkis	44,867	Rethymnon	17,736
Yanina	44,829	Megara	17,719
Greater Kalamata	43,235	Kastoria	17,133
Lamia	41,667	Levadia	16,864
Trikala	40,857	Ano Liosia	16,862
Rhodes	40,392	Greater Ermoupolis	16,595
Acharnae	40,185	Edessa	16,054
Greater Katerini	39,895	Amalias	14,698
Verria	37,087	Greater Sparta	14,388
Drama	36,109	Orestias	12,685
Alexandroupolis	34,535	Preveza	12,662
Komotini	34,051	Florina	12,562
Corfu	33,561	Aspropyrgos	11,816
Xanthi	31,541	Kos	11,851
Kozani	30,994	Koropi	11,214
Greater Chios	29,742	Kilkis	11,148
Karditsa	27,291	Tirnavos	10,965
Greater Aegion	25,723	Nafplion	10,609
Mytilini	24,115	Alexandria	10,543
Corinth	22,658	Messolonghi	10,164
		Kalymnos	10,118

Source: Statistical Yearbook of Greece, *1985.*

HOUSEHOLD EXPENDITURES, 1982



- Food 33.9%
- Alcohol & tobacco 2.9
- Clothing 13.1
- Housing/Utilities 11.6
- Household goods 9.7
- Health 6.4
- Education & recreation 5.8
- Transporation & communication 11.4
- Other 5.2

PRIVATE CONSUMPTION GROWS IN THE 1980s

During the early 1980s, private consumption in Greece rose steadily—up 1 percent in 1981, 2.6 percent in 1982, 0.7 percent in 1983, and 1.1 percent in 1984—reflecting an overall rise in household real disposable income. During 1984, real disposable income rose steadily due to a big rise in farm income and the public sector wage and salary bill which granted substantial pay raises. Real disposable income rose 2.8 percent in 1981, 0.7 percent in 1982, -0.3 percent in 1983, and 3 percent in 1984. Although the rise in real disposable income leveled off in 1985, private consumption continued to expand due in part to a declining savings rate.

Imported durables and cars have been hot items since 1982. Greeks tend to see the purchase of a car as a long-term investment, with the average life of a car about 15 years. The price of medium-sized cars in Greece is about twice as high as in most other OECD countries; larger cars cost three to four times as much. Housing weakened as an alternative investment opportunity due in part to the trend toward slower urbanization. Investment in housing by 1985 was about half what it had been in the late 1970s.

HOUSEHOLD EXPENDITURE ON DURABLES, CLOTHING, AND FOOTWEAR UP

Greek household expenditure patterns between 1974 and 1982 show rising expenditures on clothing and footwear; durable household goods; health and personal care; education, culture, and recreation; and transportation and communication (see charts on pages 4 and 6). The share of total household expenditures on alcoholic drinks and tobacco fell from 4.1 percent of total expenditure in 1974 to 2.9 percent in 1982. Expenditures on food also fell from 36.2 percent of total expenditure to 33.9 percent during the same period. Another declining category was housing, water, fuel, and light—from 12.8 percent of total expenditure in 1974 to 11.6 percent in 1982.

Analysis of expenditure patterns by income group show that wealthy consumers spend considerably more on health, recreation, and transportation, and less on clothes, housing and food than lower- and middle-class Greeks. Urban dwellers spend less on food, but more on housing than their rural counterparts. They also outspend rural dwellers on transportation, communication, and recreation.

GROSS DEOMESTIC PRODUCT PER INHABITANT LOWEST IN EUROPEAN COMMUNITY

One way to compare purchasing power in Greece with purchasing power in EC country counterparts is to convert the national curriencies to purchasing power parities. Using this Purchasing Power Standard (PPS) along with the European Currency Unit (ECU) can give marketers a general idea of how the gross domestic product per inhabitant in Greece compares with that of other EC countries.

Compared this way, Greece falls way below such countries as West Germany, Luxembourg, Denmark, the Netherlands, Belgium, France, and the United Kingdom in GDP per inhabitant, lining up more closely with Ireland and Italy. Greece's GDP per inhabitant in 1980 of about 40 ECUs is only about one third of

WHERE THEY LIVE

Population, percent increase (1971-81) and density of Greek geographic regions and departments by the 1981 census

Geographic regions and departments	*Population (1981)*	*% increase (1971-81)*	*Density (per sq. km.)*
Total	**9,740,417**	**11.1**	**73.8**
Greater Athens	**3,027,331**	**19.2**	**7,089.8**
Rest of central Greece and Euboea	**1,099,841**	**11.0**	**45.1**
Aetolia and Akarnania	219,764	-4.0	40.2
Attica (rest)	342,093	32.8	101.2
Bocotia	117,175	9.0	39.7
Euboea	188,410	9.2	45.2
Evritania	26,182	-4.5	14.0
Phthiotis	161,995	4.1	36.5
Phocis	44,222	6.9	20.9
Peloponnesos	**1,012,528**	**2.6**	**47.4**
Argolis	93,020	4.9	43.2
Arkadia	107,932	-3.0	24.4
Akhaia	275,193	14.3	84.1
Ilia (Elis)	160,305	-2.3	61.2
Korinthia	123,042	8.8	53.7
Lakonia	93,218	-2.7	25.6
Messenia	159,818	-7.7	53.4
Ionian Islands	**182,651**	**-1.0**	**79.2**
Zante	30,014	-0.6	73.9
Corfu	99,477	7.0	155.2
Cephalonia	31,297	-12.9	34.6
Levkas	21,863	-13.8	61.4
Epirus	**324,541**	**4.6**	**35.3**
Arta	80,044	0.4	48.2
Thesprotia	41,278	1.5	27.2
Yanina	147,304	9.4	29.5
Prevcza	55,915	1.2	54.0
Thessaly	**695,654**	**5.2**	**49.6**
Karditsa	124,930	-6.1	47.4
Larisa	254,295	9.1	47.3
Magnisia	182,222	12.9	69.1
Trikala	134,207	0.6	39.7
Macedonia	**2,121,953**	**12.2**	**62.1**
Grevena	36,421	5.1	15.9
Drama	94,772	4.1	27.3
Imathia	133,750	13.9	78.6
Salonica	871,580	22.4	236.6
Kavala	135,218	11.2	64.1
Kastoria	53,169	14.6	30.9
Kilkis	81,562	-2.0	32.4
Kozani	147,051	10.2	41.8
Pella	132,386	5.0	52.8
Pieria	106,859	15.7	70.5
Serres	196,247	-3.3	49.5
Florina	52,430	-3.6	27.3
Khalkidiki	79,036	7.7	27.1
Aghion Oros*	1,472	-15.0	4.4
Thrace	**345,220**	**4.7**	**40.2**
Evros	148,486	6.8	35.0
Xanthi	88,777	7.1	49.5
Rodopi	107,957	0.3	42.5
Aegean Islands	**428,533**	**2.6**	**47.0**
Dodecanesos	145,071	19.9	53.5
Cyclades	88,458	2.5	34.4
Lesvos	104,620	-8.9	48.6
Samos	40,519	-2.9	52.1
Chios	49,865	-7.6	55.2
Crete	**502,165**	**10.0**	**60.2**
Iraklion	243,622	16.2	92.2
Lasithi	70,053	5.8	38.4
Rethymni	62,634	2.8	41.9
Canea	125,856	5.1	53.0

** Aghion Oros does not constitute a department, but an autonomous administration.*

Source: Statistical Yearbook of Greece, *1985.*

Greece's GDP per inhabitant in 1980 of about 40 ECUs is only about one-third of that of West Germany and just below that of Ireland (50 ECUs)

trendwatch Greece

By 2000, 75 percent of Greece will be urbanized.

Increased urbanization will up demands for urban housing and for household furnishings and durables.

By the year 2000, 16 percent of Greeks will be age 65 and over.

Consumption demands of an urban and aging Greece will center on health, recreation, and transportation.

that of West Germany and just below that of Ireland (50 ECUs), making it the lowest GDP per person in the European Community. In terms of PPSs, however, Greece's GDP per person is about equal to that of Ireland's.

OWNERSHIP OF CONSUMER DURABLES ON THE RISE

A European from an EC member country is twice as likely on average to own a telephone or a TV and three times as likely to own a car than a Greek. In 1980, Greece registered 92 private cars per 1,000 inhabitants, up from 5 per 1,000 inhabitants in 1960. Despite rising car ownership, Greece still lagged behind the average figure for EC countries—317 cars per 1,000 inhabitants. By 1980, Greece had 147 TVs per 1,000 inhabitants, as compared to an average of 306 per 1,000 inhabitants for EC countries. Telephone ownership also rose dramatically between 1960 and 1980 in Greece, from 23 telephones per 1,000 inhabitants to 291 telephones per 1,000 inhabitants.

Along with the rapid increase in TV ownership came a shift to advertising on TV. In 1981, 50 percent of advertising expenditures went to TV; 24 percent to newspapers; 18 percent to magazines; 6 percent to radio; and 2 percent to posters.

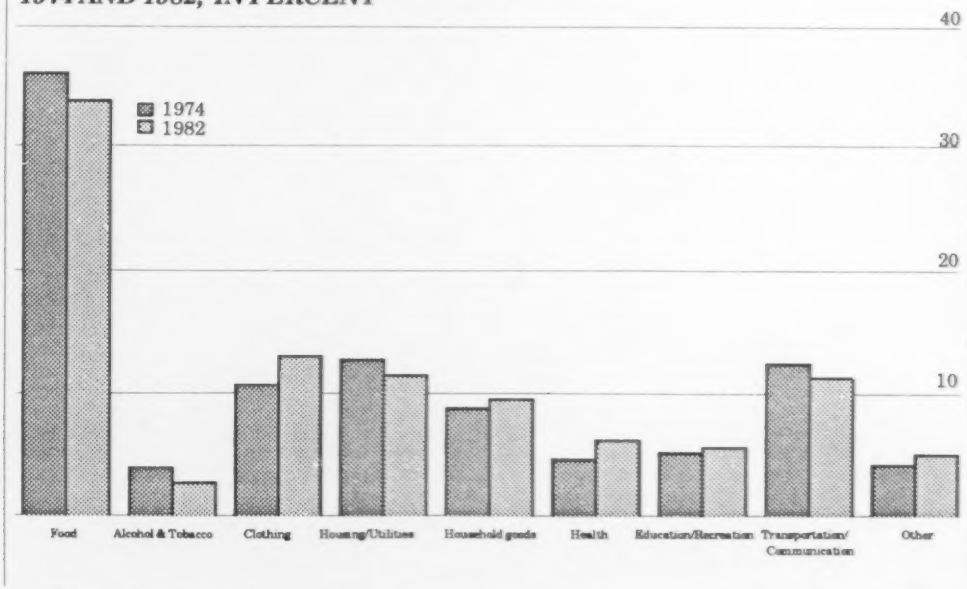
URBANIZATION SLOWS IN THE 1980s

Greece's urban population grew at an average annual rate of 2.5 percent between 1965 and 1984. However, by the early 1980s, the growth of cities of 20,000 inhabitants or more had fallen to an average of about 1.1 percent annually.

Correspondingly, rural population declined by -1.6 percent annually. In 1965, 48 percent of the total population lived in rural areas. By 1986, this proportion had fallen to 34 percent.

Although urbanization has slowed, Greece will continue to urbanize. By the year 2000, 75 percent of Greece is projected to be urban, up from the present proportion of 66 percent. Increased ur-

HOUSEHOLD EXPENDITURES BY CATEGORY 1974 AND 1982, IN PERCENT



banization should raise the demand for urban housing, transportation, sanitation, and communication.

Greece only has two cities of over a half million population—the 1981 census counted 3 million residents in Greater Athens and 706,180 inhabitants in Greater Salonica (see table on page 3).

The Greater Athens geographic region grew by about 19 percent between 1971 and 1981. Only Crete (10 percent), the rest of central Greece and Euoboea (11 percent), and Macedonia (12.2 percent) grew at broadly comparable rates during the same period.

Of Greece's departments (see map), Attica and Salonica grew the fastest during the period 1971 to 1981, 32.8 percent and 22.4 percent, respectively (see table on page 5). Other fast-growing departments include Akhaia (14.3 percent), Magnisia (12.9 percent), Imathia (13.9 percent), and Iraklion (16.2 percent).

GREATER ATHENS DOMINATES THE NATION

Just over half of Greece's urban population and just over one-third of the total population now lives in the Greater Athens metropolitan area. The sprawling megalopolis of Greater Athens now houses about 3.5 million people. And the city is still growing. Every year about 100,000 in-migrants come to Greater Athens.

Pollution and traffic congestion are ever-present reminders of Athen's inability to control its own growth. Add to that the shortage of parks, high cost of housing, and poor sanitation by European standards, and it is no wonder that four out of five Athenians in a recent poll stated that they were dissatisfied with life in the captial.

The new mayor, Mr. Miltiadis Evert, has pledged to correct Athen's woes, but has little direct power to do so. Responsibility for town-planning, traffic control, sewerage, water supply, and monument preservation lies in the hands of the central government. However, undaunted by the government's push to curtail public expenditures, Mr. Evert is asking the central government for about $360 million in aid to turn the capital into an international financial and cultural center.

GREEK POPULATION SLIGHTLY YOUNGER THAN EC AVERAGE

The Greek population is slightly younger than the total population of EC countries, with a median age of 34.3 years. In 1981, about 22.4 percent of the Greek population was under age 15, as compared with an average of 21.1 percent for all EC countries. Youth aged 15 to 24 accounted for 14.7 percent of the population, as compared with an average of 15.8 percent of the total population of EC countries. The working age population of Greece (aged 25 to 64) accounted for about the same share of the total population as did the average for all EC countries—49.6 percent as compared to 49 percent. But the share of elderly was significantly less than the average of EC countries—12.3 percent opposed to 14.1 percent.

GREEK WOMEN HAVING FEWER BABIES

Greece differs from other EC countries in significant ways. Not only is it one of the EC's poorest countries—GDP per capita in 1984 of $3380 with about 30 percent of its labor force still working in agriculture (the highest proportion in the EC)—but it has gone through Europe's second demographic transition to lowered fertility later than most Western European

A European from an EC member country is twice as likely on average to own a telephone or a TV and three times as likely to own a car than a Greek.

In Greece, the total fertility rate has fallen, indicating that the country has undoubtedly begun the transition to eventual population decline.

countries.

In the 1930s, death and birth-rates were at low levels all across Europe. They rose during the baby boom that followed World War II, but by 1965 had begun to fall again. According to demographer Dirk J. van de Kaa, the "principal demographic feature" of this transition is a decline in fertility rates to well below replacement rates. (The number of births a society needs to just replace itself is 2.1 births per woman.) If fertility rates stabilize at below-replacement levels, population numbers will eventually decline.

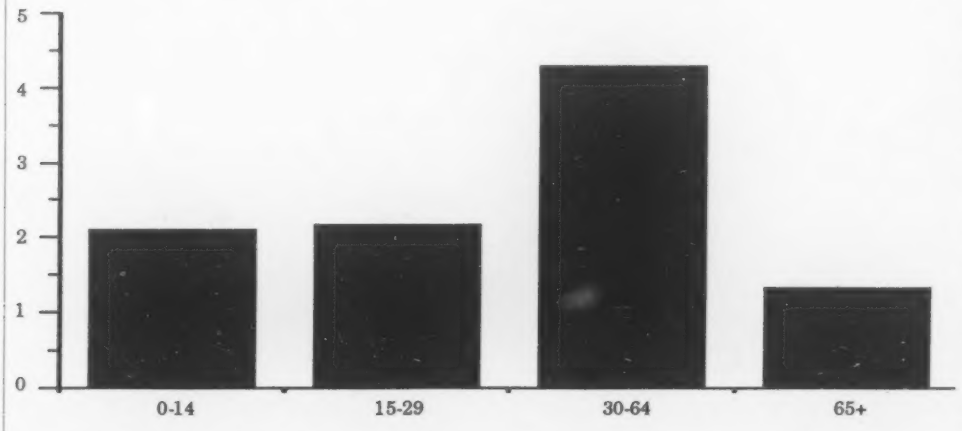
By examining what he believes to be the sequence of changes leading to the drop in fertility rates, van de Kaa places each European country in the context of the transition. While the fertility decline of the 1930s was characterized by a concern for the family during the depression, van de Kaa sees the current trend toward smaller families and fewer children as a general movement towards individualism and self-fulfillment leading to a shift away from marriage and parenthood.

Denmark and Sweden are the only two countries to have completed the sequence of changes leading to very low fertility rates. In fact, it appears that total fertility rates may have reached their low points in these countries in 1984. In Denmark, the average number of lifetime births per woman of childbearing age fell from 2.54 children per woman in 1960 to 1.4 children per woman in 1984, but rose to 1.45 in 1985. In Sweden, the rate fell from 2.17 to 1.65 births per woman and then rose to 1.73. It appears then that these two countries have not only completed the demographic transition, but have begun to reverse the trend.

In Greece, the total fertility rate has fallen, indicating that the country has undoubtedly begun the transition. The total fertility rate fell from 2.23 children per woman in 1960 to 1.82 children per woman in 1984. It is interesting to note, however, that Greece's neighbor, Turkey, had a total fertility rate of 3.8 in 1985.

The net reproduction rate has fallen as well, having reached a level below 1.00 in 1981. (A level of 1.00 means that each generation of women is having exactly enough daughters to replace itself in the

POPULATION BY AGE GROUPS, 1985
in millions



population). At the same time, Sweden and Denmark had net reproduction rates of .70 and .80 respectively, having crossed the barrier of 1.00 early in the 1970s. In both Sweden and Denmark, however, the rates have since turned upwards, while in Greece the rate continues downwards.

Evidence of the transition in Greece can also be found in the total first marriage rate. Between 1965 and 1985, the number of first marriages per 1,000 never-married persons dropped 26.5 percent for men and 16.8 percent for women with the real changes beginning in the late 1970s. During the same period, the Swedish total first marriage rate dropped 51.4 percent for men and 46.3 percent for women. However, in Sweden, the change began about ten years earlier.

The marriage rate per 1,000 inhabitants in Greece has fallen as well, from 7.7 percent in 1970, to 5.3 in 1984. As with the fertility rate, Turkey has a much higher marriage rate—6.9 marriages per 1,000 inhabitants in 1984. The number of marriages may have declined, but the number of out-of-wedlock births is still a small percentage of all births in Greece (1.6 percent in 1983). This indicates that attitudes have begun to change, but that there is still no trend towards greater tolerance of illegitimate births as in Sweden, where out-of-wedlock births accounted for 46 percent of all births in 1985.

What there is great tolerance for is abortion. Greece has the highest abortion rate in Western Europe. Contraception was only legalized in 1980, and family planning services are still inadequate.

Both marriage patterns and fertility behavior affect household composition and size. The trend is towards smaller households with a large increase in the number of people living alone. In 1980, for example, 33 percent of Swedish households consisted of one person, up from 20 percent in 1960, and only 6 percent of households had five or more persons, down from 13 percent of all households in 1960. In Greece, the same pattern emerged. In 1951, 9 percent of all households in Greece were one person households. By 1979, that figure had risen to 11 percent. On the other end of the spectrum, 39 percent of all households in 1951 consisted of five or more persons, but by 1979 that share had declined to only 22 percent.

AGRICULTURAL SECTOR EMPLOYS ONE OUT OF THREE GREEK WORKERS

In 1982, 28.9 percent of the 3.5 million Greek employees worked in agriculture, as compared with 7.6 percent of all EC workers; 29.2 percent in industry as compared with 36.2 percent of all EC workers; and 41.9 percent in services, as compared with 56.2 percent of all EC workers. The high level of employment in agriculture is one factor contributing to the low annual GNP per capita of only $3,770. Unskilled workers—the ones usually found in agriculture—earn, on average, only one-only one-quarter as much as a secretary or one-third as much as a bank teller.

Current trends in employment point to increasing service sector employment, especially in the public sector. Employment increased modestly in 1984-85, with agricultural employment off slightly and dependent employment and self-employment in the service sector offsetting this loss. Employment in services outpaced all other categories, averaging 3 percent annually between 1982 and 1985, due largely to increased employment in the public sector and banking.

In 1951, 9 percent of all households in Greece were one person households. By 1979, that figure had risen to 11 percent.

Life expectancy at birth for men is 70.1 years, as compared with an average of 68.7 years for EC country inhabitants, and 73.6 for women, as compared with an average of 75.1 years for EC country women.

Private service sector employment growth remained flat in 1984 and 1985. Employment in manufacturing declined by about 2.5 percent between 1982 and 1985.

Unemployment rose slowly reaching 8 percent of the work force in mid-1985. Urban unemployment was higher at about 10 percent, with youths hit particularly hard. About 60 percent of the unemployed in mid-1985 were estimated to be youths under age 25.

ELDERLY TO INCREASE SLOWLY

Of Greece's nearly 10 million people, only a fifth are age 15 and under. Thirteen percent of the population are age 65 and older. The median age in Greece is about 34 years. The age 65 and older group is projected to increase slowly—from 13.4 percent of the population in 1990 to 16.1 percent of the population by the turn of the century.

The group under age 15 will be fairly stable at 20 percent of the population through the year 2000, given current expected trends in birth and death rates. Greece should have no problems supplying new entrants for the labor force from now through the year 2000, even though its birthrate is only 11.8 births per 1,000 and its annual population growth rate less than 1 percent. Training workers fast enough to meet Greece's goal of rapid industrialization, however, despite a high priority being placed on vocational training, is another thing.

WOMEN HAVE A LONG WAY TO GO

The role of women is important in Greece because it accounts for some of the factors that have kept Greece from full modernization. Among women in the appropriate age groups in Greece, only 76 percent are enrolled in secondary education, compared to 86 percent of boys. In total, only 17 percent of the population aged 20 to 24 are enrolled in college. Three times as many men as women have completed a college degree. Literacy figures show that only about 76 percent of women are literate, compared with 93 percent of men.

Women account for only 35 percent of the labor force. Employment opportunites are limited for women, in part because the service industry has been slow to grow in Greece. Only about 40 percent of the work force find employment in services, where women have traditionally found the most opportunity.

Women are part of the labor force in nearly equal proportions in rural and urban areas. The difference is in the kind of work that they do. In Greece as a whole, 52 percent of working women are salaried employees, 28 percent are non-paid family members, and less than 1 percent are employers. In urban areas, 4 percent are employers, 66 percent are salaried employees, and only 2 percent are considered non-paid family members.

HOUSEHOLD SIZE ON THE DECLINE

Greece shares with other European countries declining household size. In 1971, there were 2.5 million households in Greece. Now there are nearly 3 million households with an average size of 3.2 persons per household, down from 3.4 persons per household in 1971. The number of marriages has remained fairly stable since the 1960s, rising to 9.4 per 1,000 people in 1965, going as low as 6.5 per 1,000 people in 1980, and rising again in 1982 to 7.4 per 1,000 people. Greece had the highest marriage rate of all EC countries in 1982—7.4 per 1,000 people, as com-

people, as compared with an average of 6 per 1,000 inhabitants of EC countries.

Still, only 51 percent of the population are married. Nearly 42 percent have never married, 6 percent are widowed, and less than 1 percent are divorced, attesting to the sancity of marriage in this country once it occurs. The divorce rate in 1980 was 0.7 per 1,000 marriages, as compared with the average of 1.5 divorces per 1,000 marriages in EC countries. Greece is one of the European countries where there are more never-married men than women.

EDUCATION STILL A PROBLEM

Education, or the lack of it, is important to an understanding of Greece. Nearly 16 percent of the population aged 10 and older had not completed primary school in 1981. In 1981, only 4 percent of the population had completed higher education, according to data from the 10 percent sample of the census. Including the 4 percent who have completed higher education, 21 percent of the population aged 10 and older have completed high school and/or attained some education beyond secondary school. Complusory education through high school (nine years of schooling) was instituted in 1981, so subsequent census figures should show increasing shares of the population to be better educated.

SOURCES

The best source of demographic and social information on Greece is the National Statistical Service of Greece. The function of this organization is to compile and analyse the country's basic statistical data of general interest, including the various censuses; to collect and analyse statistical data of special interest; and to co-ordinate the statistical work carried out by the world's various statistical organizations. Some publications are available in English and also in French. For a list of their publications, write National Statistical Service of Greece, 14-16 Lycourgou Street, Athens 12.

Of their publications, the *Statistical Yearbook of Greece* is the easiest to use. It can be purchased for $US 10. Its main sections cover territory and climate, population, employment and unemployment, public health, social welfare and insurance, education, prices and household expenditure, and many other areas of interest.

Many publications from the European Community—Eurostat publications—are also useful when researching Greece. These publications place Greece within the context of its EC community counterparts. To order a catalog listing Eurostat publications, call the European Community Information Service at (202) 862-9500, or write to the same at 2100 M Street, NW, Suite 707, Washington, D.C. 20037. Some excellent statistical publications include *Demographic Statistics*, *Family Budgets: Comparative Tables*, *Labour Force Survey*, *Employment and Unemployment*, *Social Indicators*, and *Regions—Statistical Yearbook*.

The OECD publication *OECD Economic Surveys 1985/86: Greece* gives a detailed economic overview of Greece, including a discussion of the causes of Greece's current economic woes and an analysis of the new government's stabilization plan for the economy. To order, call the OECD Publications and Information Center at (202) 724-1857 or write the same at 1750 Pennsylvania Avenue, NW, Washington, D.C. 20006-4582.

--Denise Rusoff

Greece shares with other European countries declining household size.

Japan's New Consumers
available in September!

What surprising lifestyles and attitudes have young Japanese adopted contrary to the traditional values of their parents? Why are elderly Japanese women divorcing their retired husbands at an alarming rate? Is western-style individuality in Japan a passing fad or is it the wave of the future? What do these changes in the social fabric of one of the world's oldest- and wealthiest--cultures mean to foreign marketers? Find out in **Japan's New Consumers,** *a new hardbound special report from* Consumer Markets Abroad, *published by American Demographics. To order or to receive more information fill out and return the card in this issue or call toll free 1-800-828-1133 for faster service.*

what the numbers mean

GREECE IN THE EC-- HOW IT STACKS UP

Although one in three Greeks live in the Greater Athens area, its population density cannot compare to that of Paris, London, or Rome.
POPULATION DENSITY, 1983

Less dense

Greece's population growth rate of less than 1 percent annually trails the EC average of 2 percent.
ANNUAL RATE OF CHANGE OF POPULATION, 1975-1983

Growing more slowly

Greece's GDP per head is the lowest in the EC.
GROSS DOMESTIC PRODUCT PER INHABITANT 1980-EUR 10 (PPS)=100

Poorer

Women account for only about 35 percent of the labor force.
ACTIVITY RATE, WOMEN, 1984

Fewer women at work

Source: Eurostat

inside information

THE GOOD, THE BAD, AND THE ENNUI OF GREEK YOUTH

Together with Irish youths, young Greeks revel in the company of friends.

Ask a young Greek about family, country, or love, and you will get an inspired response. Ask them about their amusements, their holiday plans, and their attitudes toward life in general, and you're likely to sense some dissatisfaction. These and other revelations are discussed in The Young Europeans, which reports the findings of an opinion survey of European youths aged 15 to 24 conducted by the Commission of European Communities in late 1982. This exploratory study gives a marketer a look at Greek youth and how they differ from their EC counterparts.

Greek youths aged 15 to 24 tend to live with their parents. Sixty-one percent of the nearly 400 Greek youths surveyed indicated that they got along "very well" with Mom and Dad, as compared with 30 percent of German youth. Whether living at home, alone, or in some other arrangement, young Greeks were generally satisfied with their housing accommodations. Forty-three percent were "very" pleased with their living situation, while 8 percent indicated "poor" or "unsatisfactory" arrangements.

Romance thrives in Greece. No other EC country youths responded as positively to the question of their satisfaction with life as far as love and romance is concerned as did the young Greeks-- outdistancing even the amorous Belgians, 70 percent versus 63 percent. Together with Irish youths, young Greeks revel in the company of friends. A full 80 percent of Greek youth surveyed responded very favorably concerning their relationships with friends.

The survey also shows that regional concerns are especially important to the young people of Greece. Urgent social problems, arts and entertainment, the lifestyles of their European neighbors, and the protection of nature are the issues that inspire these young people most. Young Greek men express a strong interest in both national and international politics; young women tend towards the arts and environmental concerns.

Greek youth also feel more positively about their job and career potentials than their EC counterparts. But when it comes to amusements, holiday activities, and satisfaction with life in general, their generally optomistic attitude turns to discontent. When asked about the life they lead and their satisfaction with it, Greek youths bottomed-out with an unusually high proportion of negative responses. The reason for this is not clear, states the report, but is probably bound up in a complex of socio-economic and cultural factors.

But one thing is certain. Nineteen percent of the Greek youths surveyed indicated "financial difficulties" as a major source of dissatisfaction--the highest proportion for any EC country.

--Franklin A. Crawford

High-income Canadians buy VCRs and microwaves Purchases by high-income Canadians are increasingly driving the consumer market in Canada. The fastest growing consumer items in Canada in 1986--microwave ovens and VCRs--show large differences in ownership between different income groups. Microwave ovens, for example, were found in about 54 percent of households with incomes of Canadian $ 55,000 and over, but in only 12 percent of those with incomes under Canadian $10,000. VCR ownership showed even larger disparities, with 58 percent of $55,000-and-over households but only 11 percent of under-$10,000 households owning VCRs.

In 1986, 62.6 percent of all Canadians owned their own homes. Ownership rates varied between about 87 percent of households with incomes of $55,000 and over and 34 percent of households with incomes of under $10,000.

But when it came to necessities such as bath and toilet facilities, telephones, radios and refrigerators, Canadian households showed little variance in ownership rates. Television ownership, for example, showed the least variance, with 97 percent of under-$10,000 households and 99 percent of $55,000-and-above households in possession of TVs.

These and other findings are reported in Household Facilities by Income and Other Characteristics, a report published by Statistics Canada. This report provides the latest data on ownership and dwelling characteristics and household goods. For further information or to order, contact the Household Surveys Division of Statistics Canada at (613) 991-2211.

Europeans open to idea of "United States of Europe" The United States of Europe? Just the words evoke controversy. But in some surprising results of the EC Commission's yearly public opinion poll on EC membership, Europeans confounded their pollsters by responding favorably to the idea.

Among the EC 12, two out of three Europeans were "for" or "somewhat for" the EC developing into a "United States of Europe." In Italy, Luxembourg, Belgium, France, Portugal, Greece, Spain, the Netherlands, and West Germany, over 70 percent of those polled favored a United States of Europe. Ireland, the United Kingdom, and Denmark registered lower proportions of those in favor--67 percent, 52 percent, and 40 percent, respectively.

Spain and Portugal of the new members of the EC show more European orientation than Greece and Ireland. And even the British are showing an increasing liking for this concept. Today, 52 percent of those polled in Britain favored the United States of Europe, up from 30 percent in 1970. Only 37 percent remain hostile to the idea, down from 48 percent in 1970.

Pollsters also asked respondents to indicate the time period in which they would

entrust the responsibility for economy, foreign affairs, and defense to such a union. Forty-seven percent said they would entrust the government of Europe to a "United States of Europe" in as little as the next 20 years. Only 16 percent were against such a development in their lifetimes.

Further, only one in five Europeans stated that they believed that European unity meant sacrificing national identity and economic interests. Fifty-five percent of those polled felt that European unity would protect their national identities and economies.

Sixty-two percent of citizens of the 12 EC countries believe their country's membership in the EC is "a good thing." This proportion rises for citizens of the original six member states to 72 percent. Among the citizens of the original six member states, 65 percent felt that their country had benefited from membership.

The 1986-87 Eurobarometer poll uncovered another surprise. When results were broken down by age group, young Europeans appeared less open to European unity than their elders. Youth as a group felt that European unity would afford their respective countries considerably less protection than their parents expected.

regions

CANADA AND EUROPE

Transcript of Consumer Markets Abroad seminar now available

• Learn about the simple but highly effective system that a division of The Gillette Company, uses to judge the potential of a new market...

• Discover the five demographic categories that can determine a market's readiness for your products...

• Find out which countries hold new profit potential for American firms...

...and much more. It's all contained in "Going Global: How to Take Advantage of International Opportunity," the transcript of the talks delivered at the June 3 seminar hosted by American Demographics, Inc. in New York City.

To get your copy, send $15 to American Demographics, P.O. Box 68, Ithaca, NY 14851. Or call toll free 800-828-1133—be sure to have your credit card handy.

publications

THE DEMO-GRAPHICS DOWN-UNDER

The Australian Bureau of Statistics *publishes a quarterly report which contains the latest demographic data for Australia. To order Australian Demographic Statistics, contact Mr. Don Bird at Canberra (062) 52 5967 or write Information Services, ABS, P.O. Box 10, Belconnen, A.C.T. 2616, Australia.*

Australia's Changing Population:Trends and Implications, by Graeme Hugo, June, 1987, Oxford University Press. Order from Oxford University Press, Walton Street, Oxford OX2 6DP for 25 pounds.

Australia's population change may be gradual, but it is nonetheless profound in its implications for marketing to Australia's future consumers. Fewer babies, older Australians living longer, and the number and proportion of oldsters increasing at unprecendented rates are just a few of the important trends changing the face of Australia's population.

Australia's Changing Population details how the changing distribution and composition of the Australian population will dictate future needs for goods and services. Hugo uses the results of the 1981 census plus the work of various demographers to give planners a detailed demographic overview of Australia today and decades hence.

Hugo looks at such demographic changes as ethnic mix, kinds of families and households, and the composition of the work force with a view to predicting future patterns.

Consumer markets abroad
Box 68, Ithaca, New York 14851

Bulk Rate
U.S. Postage
PAID
Permit No. 780
Ithaca, New York